



BOARD OF DIRECTORS

MINUTES

Held: Wednesday, May 29th, 2024, at 8:00am

Location: Council Chambers

Present: John McKenty, Krista Stead-Mackler, Dawn Bell, Julia Foley, Sheldon Giff, Kerri Whan, Jane Farrell, Councilor Isabel Anne McRae, and Kelsey Dold

Absent: Rob Marois

1. Call to Order

The meeting was called to order by the Chair at 8:02am

2. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved onto the next order of business

3. Approval of Last Meeting Minutes

Moved by Dawn Bell with note to add exit times in future (if a Director leaves before adjournment)

4. Disclosure of Additional Items

There being none, the Chair moved onto the next order of business

5. Unfinished Business

a. Procedural Bylaw

- Previously revised with the Town of Perth
- Board received prior to meeting
- Associate Memberships is now a Policy versus in the Bylaws

- Policies can be changed at Board level, whereas Bylaws need to be approved by Council
- Final change to remove the BIA boundary from the document
- To then be approved at the June Council meeting

BIAB-2024.05.36 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA APPROVES THE AMENDED PROCEDURAL BYLAW

Moved by Sheldon Giff, unanimous

b. Recognition of Milestones and Condolences Policy

- Effective starting today; Wednesday, May 29th, 2024

BIAB-2024.05-37 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA APPROVES THE POLICY AS PRESENTED

Moved by Krista Stead-Mackler, unanimous

6. Committee Reports

a. Personnel Committee

- Spoke about the role of the BIA Coordinator during Kick-Off to Summer on June 8th
- BIA Coordinator resignation

BIAB-2024.05.38 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA ACCEPTS WITH REGRET THE RESIGNATION OF KELSEY DOLD FROM THE POSITION OF BIA COORDINATOR

Moved by Jane Farrell, unanimous

- Considering breaking the contract into two separate positions
 - Administrator
 - Marketer
 - Approach with some flexibility depending on application responses
- Kelsey Dold to forward the Schedule A of the BIA Coordinator contract
 - Review to determine roles, what needs to be removed, and what needs to be added
 - The Personnel Committee can then move forward once the Board approves the revised Schedule A
- BIA Coordinator position to be posted for applications within the next few weeks, interviews to be held during the month of July

BIAB-2024.05.39 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA CONSIDERS THE OPTION OF SPLITTING THE COORDINATORS' ROLE INTO ADMINISTRATIVE AND MARKETING ROLES

Moved by Councilor Isabel Anne McRae, unanimous

b. Environment Committee

- Flower baskets
 - There was a lot of guidance provided to the vendor prior to the 2024 planted baskets and barrels
 - Barrels look better than 2023, but baskets are lacking
- Time for Perth to explore a Downtown Revitalization Project
 - Align with the Town's Marketing and Readiness Plan
- BIA Coordinator to source vendor contract

c. Promotions Committee

- Will be reviewing the post Festival of the Maples members only survey
 - BIA Coordinator to invite the Perth Chamber of Commerce to discuss the responses on June 7th
- More event rack cards are being printed for distribution
 - Large demand from members
- Kick-Off to Summer
 - No interest from restaurants/eateries
 - Members don't seem to know what's going on (have provided dedicated newsletters, forum posts, etc.)
- A full report regarding Kick-Off to Summer is available upon request

d. Stewart Park Festival Committee

- On track with budget but have overspent on fundraiser
 - Working to bring their expenses in line
- Currently 80 online tickets sold
- Fundraiser tech costs have increased significantly
 - Moving the Wendy Laut stage to the Crystal Palace this year so save on tech costs at an additional stage
- A detailed update to the Board regarding SPF is necessary

e. Town Council

- The Town of Perth has hired a new Clerk, Amanda Mole
- Some streets in Perth are being repaired
- Councilor Isabel Anne McRae to receive an update about paving the alleyways

7. Next Meeting: Wednesday, June 26th, 2024, at 8:00am in the Council Chambers

8. Adjournment: 9:39am moved by Sheldon Giff